MARKETING ENVIRONMENT

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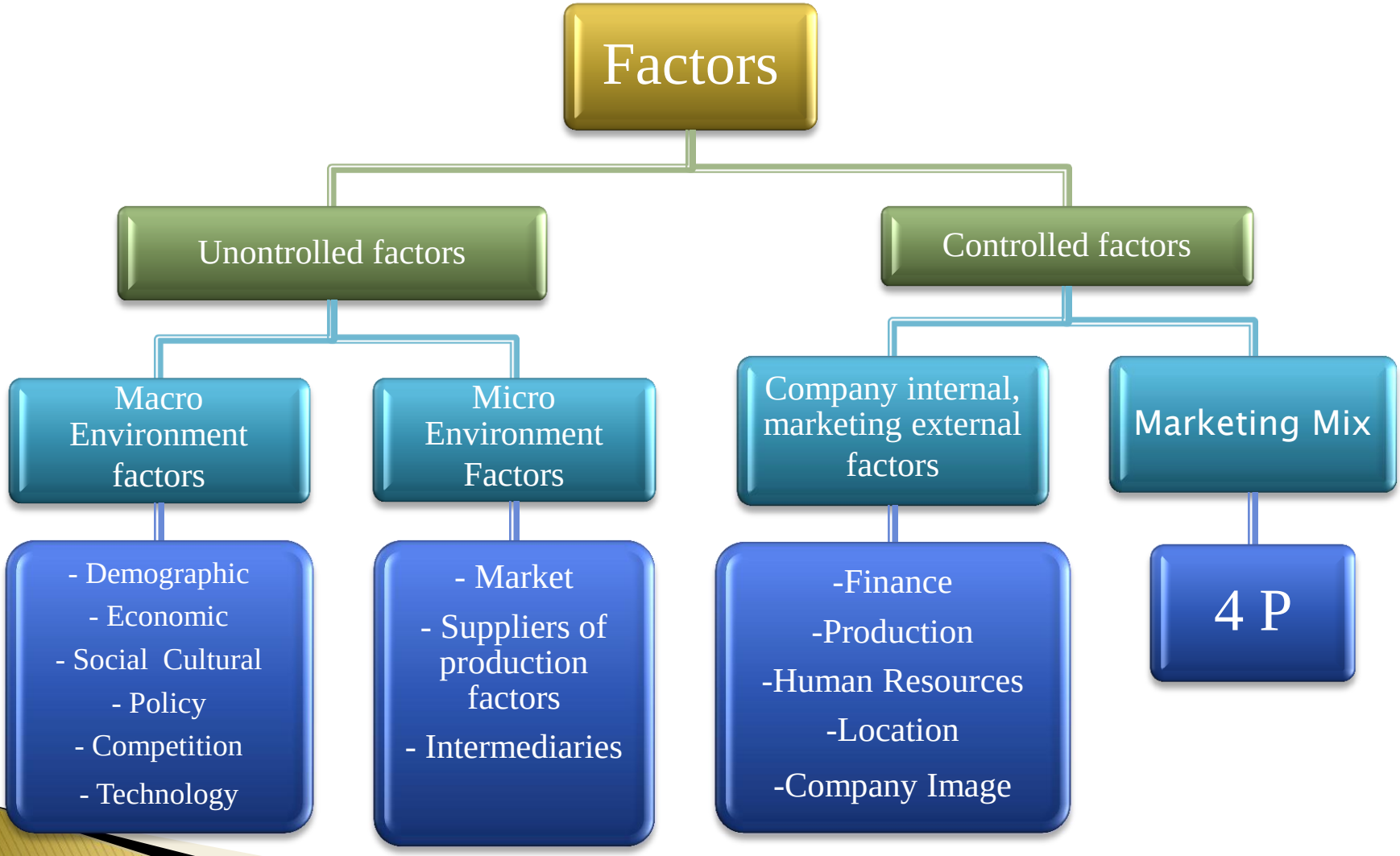
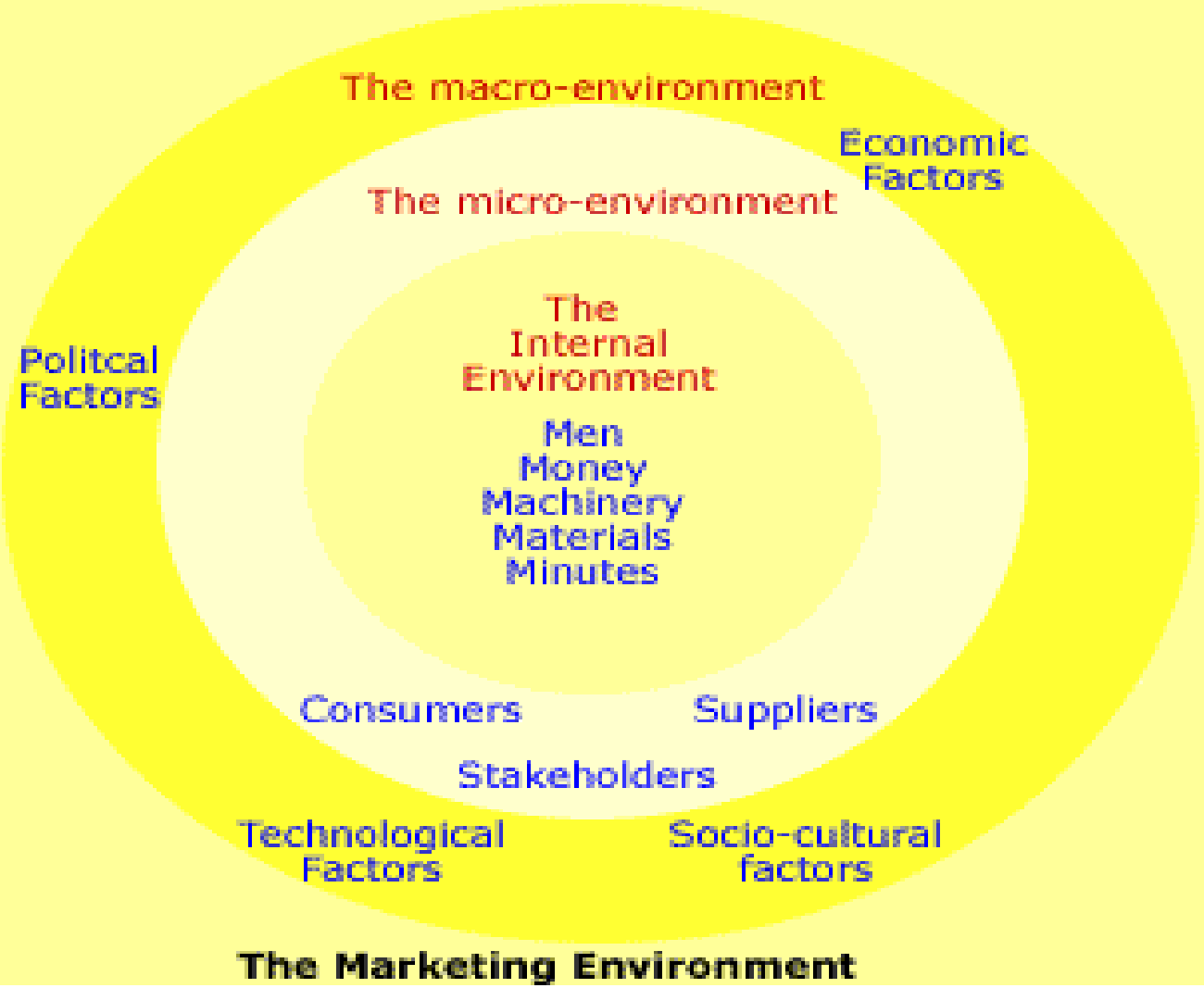
Environmental Factors



MARKETİNQ MÜHİTİ



The Marketing Environment

UNCONTROLLED FACTORS

- *Competition*
  1. **Brand competition with rival companies in the same market**
  2. **Competition with other companies producing substitute goods and services in other markets**

- ***Technology*** **– an invent which allows to develop welfare, to reduce the unit cost and to make easy producing goods and services**

- **MACRO ENVIRONMENT FACTORS**

- ***Demographic En.*** **– number, age, gender and geographical distribution of population and etc.**
- ***Economic En.*****– GDP, per capita GDP, welfare, and individuals' income and etc.**
- ***Socio-Cultural En.*****– language, religion, race, cultures, customs, sub-cultures and etc.**
- ***Political En.*****– government based rules having restricted working area. Implementation of taxes to the ads, determining maximum price by the government, money and credit policy, customs reductions and etc.**

UNCONTROLLED FACTORS

- **Micro Environment Factors**

- *Market* – can be internal and external environmental factors of a company

- *Suppliers of production resources* – suppliers providing raw materials, semi-raw materials and other auxiliary products used during the production process.

- *Intermediaries*– the companies such as retailers, wholesalers, insurance, financial and so on companies having responsibility to deliver produced goods and services to the market. These companies are independent companies.

CONTROLLED FACTORS

- **Company internal, marketing external**
  - Financial power
  - Production
  - Staff
  - Company Image
  - Location
  - Research and Development(R&D)

4P

1. PRODUCT
- Quality
- Type
- Brand
- Packaging
- Guarantee
- Style

2. PRICE
- Price level
- Credit opportunities and reductions
- Payment rules
- Price changing

3. PROMOTION
- Advertisement
- PR
- Individual sales
- Sales promotion

4. PLACE (Distribution)
- Distribution channels
- Distribution coverage
- Sales points
- Warehouse
- Store
- Distributers

STRATEGIC PLANNING, MARKETING MANAGEMENT PROCESS

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Internal Marketing Process

Marketing management process

- Analysis/Audit - where are we now?
- Objectives - where do we want to be?
- Strategies - which way is best?
- Tactics - how do we get there?
- (Implementation - Getting there!)
- Control - Ensuring arrival

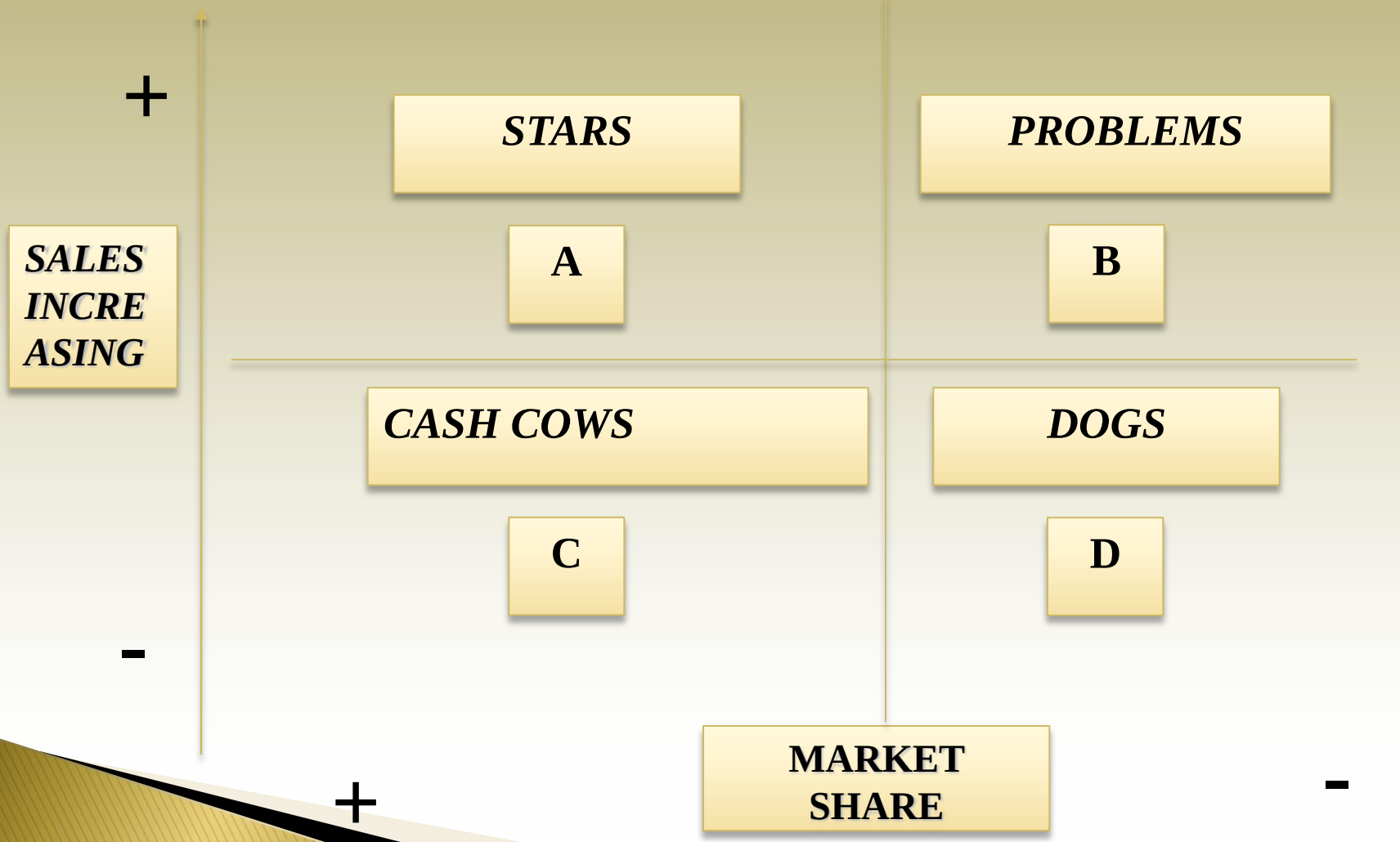
Portfolio Analysis

- Portfolio analysis is one of the important functions of strategic planning.

Business portfolio – a collection of works that make up the enterprise

- There are 2 ways of Strategic Portfolio Analysis:
  1. Situation Analysis
  2. Determining Future Business

SITUATION ANAYSIS
Boston Consulting Group



Determining Future Business

	Current Product	New Product
Current Market	*1. Market Penetration*	*3. ProductDevelopment*
New Market	*2. Market Development*	*4.Diversification*

STAGES OF STRATEGIC MARKETING MANAGEMENT

- **MARKETİNG STRATEGY** - shows how to achieve marketing targets
- Marketing strategy consists of 2 parts.

1. **Target Market:**
   Homogeneous market.

2. **Marketing Complex:**

Proper 4p for determined target market

STAGES OF STRATEGIC MARKETING MANAGEMENT PROCESS

1. **Situation Analysis** – *where we are and where we are going now?*
2. **Determining of Objectives?** – *Where do we want to go? Objectives should be SMART.*
3. **Selection and Measurement of Target Markets** – *Determining current and potential customers*
4. **Selection of Marketing Mix Strategy and Tactics** – *How we are going to reach to our goals?*
5. **Preparing Annual Marketing Plan** – *what types of activities are needed to be done during one year?*
6. **Implementation and Control** – *How to do? Are realized results our target objectives?*

ANY QUESTIONS ?